

WJZ-TV
Baltimore, Maryland
CBS Corporation
QUARTERLY SIGNIFICANT PROGRAMS REPORT
Third Quarter
July 1 – September 30, 2007

Station WJZ-TV, licensed to CBS Corporation, is responsive to the principal issues in its community of license, Baltimore, Maryland on a continuing basis. A variety of program elements, including regularly scheduled news and public affairs programming, reports on breaking news events, documentaries, specials, and public service announcements of concern to the community are included within our regular programming service. WJZ-TV's coverage of news stories, our employees' participation in community affairs, and regular interviews with community leaders have led to the determination that the issues listed are ones of importance to the Baltimore community. Our most significant programming, which dealt with current community issues during the preceding three-month period, are set forth in this report. WJZ-TV broadcasts both locally-produced and network programming. Although we include only local programs herein, WJZ-TV also broadcasts several network broadcasts including FACE THE NATION, 60 MINUTES, CBS REPORTS and 48 HOURS.

PROGRAM INDEX

CONSUMER WATCH

WJZ reporters cover consumer interest topics. These reports air in the 4pm, 5pm and 6pm newscasts.

HEALTHWATCH

WJZ's medical reporter, Kellye Lynn, discusses health issues and interviews experts and patients to deliver information on the latest advances in health for our 4pm, 5pm and 6pm newscasts.

SPECIAL REPORTS

Locally produced special reports, focusing on community issues, local lifestyle trends and local personality profiles. These air in the 4pm, 5pm, 6pm and 11pm newscasts.

PUBLIC AFFAIRS OUTREACH

Relevant projects launched by community organizations to benefit area residents.

ON TIME

A half-hour, Sunday morning public affairs program that airs at 6:30AM, focusing on leaders, issues and events, affecting the Baltimore community.

HEALTH

July 4- Eyewitness News follows CBS correspondent Kimberly Dozier back to a Bethesda Hospital, a place that helped scores of the war wounded.

July 17- Eyewitness News goes to Montgomery County to learn more about a new unique asthma camp sponsored by the American Lung Association.

July 20- Eyewitness News learns about why some parents are outraged about the new soft drink Blow that's being targeted to young children.

July 24- Eyewitness News goes to University of Maryland to learn more about a menopause symposium.

July 31- Eyewitness News goes to Mosaic to learn about ways they are helping people with bipolar disorder beat the condition.

Aug 1- Eyewitness News learns more about the efforts of Montgomery County health officials efforts to inform the public about the calories.

Aug 1- Eyewitness News investigates the growing nurse shortage and how its affecting Marylanders.

Aug 2- Eyewitness News goes to Mercy Medical Centre to learn more about a unique amputation procedure that's giving a jockey a new lease on her career.

Aug 8- Eyewitness News goes to Capital Hill to learn more about the efforts aimed at giving Medicaid patients better access to dental care.

Aug 14- Eyewitness News goes to University of Maryland to learn more about a new cervical back procedure aimed at relieving back pain.

Aug 15- Eyewitness News goes to Carroll County to learn more about the alarming rise in cases of Lyme Disease.

Aug 17- Eyewitness News goes to Union Memorial to learn about new recommendations on cold & cough syrups and how they are dangerous for children.

Aug 21- Eyewitness News goes to St. Joseph Medical Center to learn about a new back pain procedure that is in a clinical trial.

Aug 23- Eyewitness News goes in-depth and looks at the danger of Legionnaires disease after someone was infected inside a downtown building.

Aug. 24- Eyewitness News goes to Washington D.C to learn about the newest cosmetic makeover craze, hand rejuvenation.

Aug. 30- Eyewitness News goes to Union Memorial to learn about a unique way it's handling its nursing shortage.

Sept. 4- Eyewitness News goes to Chesapeake Urology to learn about a controversial prostate cancer study that says frequent PSA screenings are unnecessary.

Sept. 6- Eyewitness News goes to University of Maryland to learn more about a unique heart pump that has been used in cutting-edge surgery.

Sept. 8- Eyewitness News speaks with Union Memorial Dr. Bill Howard about a new ankle surgery.

Sept. 13- Eyewitness News goes to Howard County to learn about a unique way it's dealing with the uninsured crisis in its jurisdiction.

Sept. 20- Eyewitness News goes to University of Maryland to learn about the benefits of checking your blood pressure and speaks with Hall of Fame Baltimore Colts coach Don Shula.

Sept. 21- Eyewitness News learns how the Healthy Start program is saving lives in Baltimore.

Sept 22- Eyewitness News learns about ways local health officials are trying to combat the lead problem in toy jewelry.

Sept 25- Eyewitness News goes to the Virginia to learn about a unique study where Parkinsons patients are being treated through exercise.

Sept 27- Eyewitness News goes to Chesapeake Urology to learn more about the benefits of a healthy diet in preventing Prostate Cancer.

Sept 30- WJZ as part of its community commitment sponsors the Great Strides Against Prostate Cancer event.

ON TIME

July 8: HIV and AIDS rates continue to climb in Baltimore City. Kai Jackson talks about a new citywide campaign aimed at teens and young people with the city health commissioner Dr. Joshua Sharfstein and Rebekha Atanafou, director of the After School Institute.

July 22: Kai Jackson talks with Adam Brickner and Kim Kennedy about alcohol and drug abuse in Baltimore and the programs offered by the Baltimore Substance Abuse Systems. Kim Kennedy describes his life as a functioning alcoholic and what caused him to seek treatment.

August 12: Kai Jackson talks with Leslie Mancuso about JHPIEGO's mission to improve the health care of women and families living in Afghanistan. JHPIEGO is affiliated with Johns Hopkins University and works with developing nations to improve healthcare for women and children. A current exhibit of photos taken by a JHPIEGO physician living in Afghanistan is on display at the Enoch Pratt Free Library and is up for auction as a fundraiser for the healthcare organization.

August 26: Kai Jackson talks with one of the co-founders of the International Center for Limb Lengthening about his cutting edge program that uses surgery and physical therapy to increase the length of legs and arms. Dr. Dror Paley tells Kai that, prior to his program, many patients with shorter limbs would have them amputated and fitted to prosthesis. With his innovations, 95 percent of these patients do not have to lose a limb in order to regain functional use of their appendage.

September 2: Kai Jackson talks with Dr. Marc Siegelbaum and Dr. Sanford Siegel about Prostate Cancer. They discuss testing, treatment options and why early detection is key. They discuss how African American men have higher incidence rates of prostate cancer than Caucasian men.

September 2: Sickle cell disease is a common genetic disorder affecting African Americans yet many in the medical community are unfamiliar with how to treat the disease. Dr. Willarda Edwards tells Kai Jackson how sickle cell disease is different from sickle cell trait. She discusses an upcoming conference designed to educate both the medical professional and the layperson.

September 9: Marvin "Doc" Cheatham, Dr. Joshua Sharfstein and Dr. Samuel Ross tell Don Scott (filling in for Kai Jackson who is on jury duty) about a new men's health initiative that about to begin with Men's Blue Suit Weekend, September 14-16. Men are less likely than women to have a doctor and go for preventative screenings (prostate, HIV, diabetes, blood pressure). This new campaign targets men and brings free screenings into their neighborhoods.

September 9: Irritable Bowel Disease – IBD – encompasses many diseases that affect the gastro-intestinal track. Allie Rize was just 10 years old when she was diagnosed with Crohn's Disease. She tells Don Scott how her condition was treated and why finding a cure is so important. She now chairs the upcoming fundraising walk being held in Howard County.

September 16: Dr. Mark Krasna, the medical director of the Cancer Institute at St. Joseph Medical Center, explains to Kai Jackson the significance of a new pilot program from the National Cancer Institute that is now being offered at his community hospital. He explains how a comprehensive approach to fighting cancer will benefit patients in this program by making clinical trials part of the arsenal of treatment options.

September 23: Kai Jackson talks with Dr. George Capone and Wayne Malone about Down Syndrome. Dr. Capone heads up the Down Syndrome Clinic at Kennedy Krieger Institute and he talks about the medical advances in treating children with this genetic disorder. Wayne Malone talks about having children with this disorder and how he founded a race that benefits Down Syndrome.

EDUCATION

July 1 and 2: Eyewitness News did a story on the new CEO of Baltimore City Schools..

July 4: Eyewitness News did a story on Montgomery County Schools teaching new lessons in sexual education.

July 11: Eyewitness News did a story on former Duke Lacrosse player Colin Finnerty starting school at Loyola College in Baltimore.

July 13: Eyewitness News did a story on higher salaries for college graduates.

July 16: Eyewitness News did a story on the Baltimore Board of Education voting in a new President and Vice-President.

July 16: Eyewitness News did a story on a new poll that found education is the second most issue in the presidential campaign.

July 17: Eyewitness News did a story on an educational program for children, "Croc Week" at the Maryland Zoo in Baltimore.

July 18: Eyewitness News did a story on a new poll that found education is a major challenge for Baltimore and the community partnerships that may change that.

July 23: Eyewitness News did a story on a new curriculum at Baltimore County Schools.

July 24: Eyewitness News did a story on a poll in Baltimore City that found education is the second most important issue in the Mayor's race.

July 25: Eyewitness News did a story on five Baltimore schools designated persistently dangerous by the state board of education.

July 30: Eyewitness News did a story on the new Baltimore Schools CEO meeting with community and education leaders.

August 1: Eyewitness News did a story on a ruling by the Maryland Supreme Court regarding charter schools.

August 13: Eyewitness News did a story on how education is a major campaign issue in the Baltimore City Mayoral Race.

August 14: Eyewitness News did a story on a special summer camp sponsored by the Girl Scouts that helps educate at risk kids.

August 15: Eyewitness News did a story on a new plan by Baltimore's Mayor to improve City schools.

August 20: Eyewitness News did a story on financial aid scams targeting college students.

August 25: Eyewitness News did a story on the Latino Festival that benefits education based Latino outreach programs.

August 27: Eyewitness News did a story on the Baltimore Mayoral Candidates' education plan.

August 28: Eyewitness News did a story on a proposal that would allow students to get their diplomas without passing state mandated tests.

September 6: Eyewitness News reported on the results of the state High School Assessment tests.

September 11: Eyewitness News did a story on how education is a major issue in the Baltimore city Council President's race.

September 13: Eyewitness News did a story on state education officials say they're getting rid of written-response questions on exit exams.

September 24: Eyewitness News did a story on the Governor's plan to raise millions of dollars for education.

September 25 & 27: Eyewitness News did a story on how students locally and nationally are making steady progress in both math and reading.

ON TIME

July 15: Kai Jackson talks with Darrin Williams and two of his rappers, James Elliott and Terrance Blizzard about the Precision Youth Program. This program encourages young people to turn away from drugs, gangs and violence and engages them in creative songwriting and performing. Some of the youth in the program wrote a song for Maryland's Project Exile.

July 15: Tonya Featherston tells Kai Jackson that her program, Just for Youth, tries to engage Inner City young people in the areas of science, math and technology by offering them hands on experiments. She shows Kai some of the robotic inventions that the students created in an after school program. They also have a summer program as well.

August 5: With youth crime on the rise, Kai Jackson talks with Dr. George Carlson, program director for The Woodbourne Center, about his restorative healing model that works with juvenile offenders. He explains how juveniles need to be held accountable for their offenses and yet at the same time, be taught other means of conflict resolution that do not involve violence.

September 16: The Living Classrooms Foundation offers hands on job skills training to students and adults – even those being released from prison. Their programs fill a void and offer vocational training that is being overlooked in public schools. Susie Wittich tells Kai Jackson about their upcoming fundraiser that supports their programs.

CONSUMER ISSUES

July 1 & 10: Eyewitness News did a story on problems with the new Apple I-phone.

July 3: Eyewitness News did a story on new crash tests for SUV's, mini-vans and trucks.

July 5: Eyewitness News did a story on how consumers are spending more money on gas.

July 10 & 12: Eyewitness News did a story on electricity prices in Maryland.

July 12: Eyewitness News did a story on high interest rates at banks.

July 16: Eyewitness News did a story on tainted toothpaste being sold in the U.S.

July 16: Eyewitness News did a story on the recall of Gerber organic baby cereal.

July 16: Eyewitness News did a story on the stock market hitting 14,000.

July 18: Eyewitness News did a story on Southwest Airlines offering buyouts to its employees to cut costs.

July 19: Eyewitness News did a story on the recall of Easy Bake Ovens.

July 19: Eyewitness News did a story on consumers buying more American-made products.

July 20: Eyewitness News did a story on the recall of Playskool sippy cups.

July 21: Eyewitness News did a story on Maryland farmers facing drought conditions.

July 22: Eyewitness News did a story on Castleberry Food's canned meat recall.

July 24: Eyewitness News did a story on an FAA plan to reduce airline delays along the East Coast.

July 26: Eyewitness News did a story on a sweepstakes scam in Maryland.

July 26: Eyewitness News did a story on dog food contaminated with botulism on Maryland store shelves.

July 31: Eyewitness News did a story on new labels for alcohol bottles.

August 1: Eyewitness News did a story on Montgomery County wanting to require restaurants to post nutritional information.

August 1: Eyewitness News did a story on the top five hidden home hazards.

August 2: Eyewitness news did a story on record sales of hybrid cars.

August 2: Eyewitness News did a story on Matel Toy recalls.

August 2: Eyewitness News did a story on a new study about car bumpers.

August 3: Eyewitness News did a story on thousands of defective tires sold in Maryland.

August 15: Eyewitness news did a story on all the factors contributing to an unstable economy.

August 16: Eyewitness News did a story on side impact crash tests.

August 17: Eyewitness News did a story on back to school shopping.

August 20: Eyewitness News did a story on dangerous children's clothes.

August 21: Eyewitness news did a story on WalMart pulling 2 brands of dog treats from its shelves.

August 21: Eyewitness News did a story on an increasing number of people are losing their homes to foreclosures.

September 1: Eyewitness News did a story about the popularity of leasing cars.

September 1: Eyewitness News did a story on possible tax increases in Maryland.

September 4: Eyewitness News did a story on increase airline ticket prices.

September 10: Eyewitness News did a story on a consumer scam that targets the elderly.

September 11: Eyewitness News did a story on increased incentives from car dealers.

September 12: Eyewitness News did a story on the latest toy recall hearing.

September 12: Eyewitness News did a story on the high pasta prices from Italy.

September 12: Eyewitness News did a story on WalMart recalling flip-flops.

September 13: Eyewitness News did a story on local chicken farms boosting health precautions to protect consumers.

September 16: Eyewitness News did a story on the new electric car being made in the U.S.

September 17: Eyewitness News reported on the bank merger between Mercantile and PNC.

September 17: Eyewitness News reported on higher bank ATM fees.

September 18: Eyewitness News reported on the Federal Reserve cutting key interest rates.

September 18: Eyewitness News reported on serious health concerns on "croc" footwear.

September 19: Eyewitness News did a story on the CPSC requesting more money to help test for bad toys.

September 21: Eyewitness News did a story on Matel's crib recall.

September 25: Eyewitness News did a story on "Tween Consumers" and the money they spend.

September 26: Eyewitness News did a story on a major beef recall.

September 27: Eyewitness News did a story on the recall of thousands of infant play yards.

September 28: Eyewitness News did a story on hackers causing headaches for I phone users.

ART & CULTURE

July 3- WJZ goes to the Big Dog Art Show at Yellow Dog Tavern.

July 4- WJZ goes to the Dundalk Parade for 4th of July festivities.

July 11- WJZ goes to Menopause the Musical at the Hippodrome Performing Arts Center.

July 17- WJZ goes to the Charles Theatre where the Baltimore premier of Hairspray is being held.

July 17- WJZ interviews original Buddy Deane committee members as the film Hairspray gets set to hit the big screen.

July 18- WJZ goes to E. Baltimore to speak with African Americans rejected from the Buddy Deane show back in the 1950's-1960's when the show aired.

July 20- WJZ goes to the bookstore to learn more about the debut of the latest Harry Potter book.

July 27- WJZ goes down to Hunt Valley where thousands are getting ready to head to Cooperstown for Cal Ripkens induction into the Baseball Hall of Fame.

July 29- WJZ is in Cooperstown and in Oriole Park for Cal Ripkens Hall of Fame induction and a special on the Baltimore legend.

July 30- WJZ goes to various restaurants to highlight "Restaurant Week".

Aug 1- WJZ goes to Fells Point to watch the unveiling of a new fireboat.

Aug 2- WJZ goes to Annapolis to learn more about the weekend Chesapeake Blues Festival.

Aug 8- WJZ learns more about why farmers are touting Maryland watermelons as the best on the planet.

Aug 10- WJZ as part of our community commitment take part in the annual Food Drive down in Camden Yards.

Aug 16- WJZ goes to Kennedy Krieger to learn more about the Festival of Tees celebration.

Aug 21- WJZ goes to the Inner Harbor and meets a world renown local street painter who is shaking up the art world.

Aug 28- WJZ goes to Timonium for the annual Maryland State Fair.

Aug 29- WJZ goes to the annual Jewish American Festival at Pimlico.

Aug 30- WJZ goes to Baltimore Convention Center for the annual Summer Antique Show.

Sept. 3- WJZ goes to Timonium for the last day of the MD State Fair.

Sept. 7- WJZ goes to the Reisterstown Festival to learn more about the town's history.

Sept. 10- WJZ goes down to the Hippodrome to meet the cast and crew of the Wedding Singer.

Sept. 12- WJZ speaks with the newly elected mayor of Baltimore Sheila Dixon about her election night win.

Sept 13- WJZ goes on top of the iconic Bromo Seltzer Clock Tower downtown to show how it gets fixed.

Sept. 14- WJZ goes Downtown to learn more about the Taste of Baltimore.

Sept. 18- WJZ goes to the Classic Car Show in Pikesville.

Sept. 19- WJZ celebrates "Talk like a Pirate Day" downtown.

Sept. 28- WJZ goes down to the annual Baltimore Book Festival.

ON TIME

July 1: Kai Jackson talks with Mayor Sheila Dixon and LaRian Finney about this year's African American Heritage Festival. Mayor Dixon talks about the support the city gives to the festival and the benefits the city receives from having the event downtown.

July 1: LaRian Finney and artist Martin Mushambo tell Kai Jackson about the entertainers and artists who will be performing at the African American Heritage Festival. Martin Mushambo discusses how his art reflects his native land, Cameroon. The cooper elements he uses are found in his homeland.

July 8: The Maryland Humanities Council's upcoming Chautauqua features the theme "Food for Thought" and highlights the contributions of George Washington Carver, Cesar Chavez, Upton Sinclair and Julia Child. F. Scott Black and Mary Ann Jung who portrays Julia Child talk about the educational and entertaining qualities of Chautauqua.

July 15: In "The Ghosts of Guantanamo Bay" author K.R. Jones offers readers a glimpse into life on this military compound on Cuba. Her mystery novel combines Cuban history beginning with the take over by Fidel Castro and continues through modern day. She tells Kai Jackson that her husband was stationed at the base for two years and this was the impetus behind her writing the book.

July 22: A new urban film details what life is like for people living in West Baltimore. The movie, "4 Life" is similar to HBO's "The Wire" in its gritty portrayal of the gangsters who roam the streets and control the drug and violence that plague the area. Director Tony Austin, a Baltimore native and Page Kennedy discuss the increase of African American films and this new urban genre.

July 22: Author Big Boom tells Kai Jackson how he got out of the pimp, hustler and player lifestyle that preyed on women. In his new book, "If You Want Closure in Your Relationship, Start With Your Legs: A Guide to Understanding Men" he offers women advice on how to have a healthy relationship with men.

July 29: Kai Jackson talks with Donna Banks, a Readers Digest editor, whose book "Alex Haley: The Man Who Traced America's Roots" profiles the life of writer Alex Haley. She tells Kai how Haley started all Americans, not just African Americans, on researching their family history. As a writer, Haley profiled all prominent African Americans of his time from Elijah Mohammed and Malcolm X to Wilma Rudolph and the Harlem Renaissance.

July 29: Kai Jackson talks with representatives from the Kunta Kinte Heritage Festival about the entertainment and crafts that children can make at this year's event. The crafts are adapted from African traditions. The hands-on craft making workshops adapt local items that are similar to materials found in Africa.

August 12: Pennsylvania Avenue, once the hub of African American entertainment, is undergoing a renaissance with efforts to return it to the glory days of yesteryear when the who's who of Black entertainers performed at the Royal Theatre. George Gilliam and Jim Hamlin tell Kai Jackson how this area is being transformed with cultural projects including the Gospel Night on the Avenue and the annual Cadillac Parade.

September 9: The 11th Annual Baltimore County African American Cultural Festival highlights the 40 historically black neighborhoods and offers bus tours as part of the day's festivities. Charles Young and Robin Jacobs tell Don Scott about the headline performers who will be singing at this year's event.

September 23: Tracy Basterville talks with Kai Jackson about the 12th annual Baltimore Book Festival. Many well-known authors as well as local authors will be participating in the 3-day free event. Literary Salons, children's activity tent and a food demo stage are all part of the festivities.

September 30: Washington Post Columnist Michael Fletcher joined with Kevin Merida to write a book on Clarence Thomas entitled "Supreme Discomfort: The Divided Soul of Clarence Thomas." He tells Kai Jackson about his insights into this controversial Supreme Court Justice.

COMMUNITY

July 1: Speaker and author Sylvia Henderson tells Kai Jackson her book "Why You Talk So White" is about using good grammar and diction in the workplace. All too often, college educated African Americans are criticized for speaking correctly. Not learning good communication skills hinders many in their careers.

July 8: Kai Jackson talks with Mayor Sheila Dixon about the escalating crime rate in Baltimore City. She tells Kai why she meet with 500 city police to her from her directly about her views on crime and what needs to done to stop the killing spree.

August 5: Kai Jackson talks with Debora Fajer-Smith and Robert Agee about the Sister State Program between Maryland and Rio de Janeiro Brazil. They discuss joint projects that benefit both places including a renewable fuels conference held on the Eastern Shore and the world-renowned Graef Sailing School for disadvantaged students in Brazil.

August 5: More and more Maryland families are going to bed hungry every night. Deborah Flatemen, CEO of the Maryland Food Bank and Alice Ray, one of the Oriole wives, explains how the Oriole Food Drive benefits families in need. With rising energy costs and increases at the gas pump, more and more families have less to spend on food. The food and money collected from the three day Oriole-Boston home stand will help the food bank better serve those in need.

August 12: Four candidates are running for the office of President of the Baltimore City Council. Kai Jackson talks with Ken Harris about his candidacy and his stand on crime and education issues affecting the citizens of Baltimore.

August 26: Charles Ulysses Smith tells Kai Jackson why he is running for president of the Baltimore City Council. He talks with Kai about crime and education and his background in the military.

August 26: Tom Saunders tells Kai Jackson about the upcoming Civil Rights Breakfast featuring keynote speaker Dr. Johnetta Cole, author, educator and activist. He talks to Kai about the mission of his organization and how discrimination problems are still affecting city residents.

September 2: Kai Jackson talks with Stephanie Rawlings-Blake about running for the office of city council president and what she has accomplished in her eight months in that office.

September 16: Kai Jackson talks with Lisa Keir and Lydia Wood about race relations and the new campaign by the Maryland Humanities Council to encourage community dialogue about race. They discuss current events that highlight the need for programs dealing with race relations. The Maryland Humanities Council has several upcoming community events that are part of their Dr. Martin Luther King Jr. Remembrance and Reconciliation campaign.

September 23: PJ Mitchell tells Kai Jackson about the Shero Awards that honors 35 women in the community for their leadership and philanthropy. She tells Kai how women own 51% of the stocks on the New York Stock Exchange and will have access to over a trillion dollars in the years to come.

September 30: Kai Jackson talks with Felicia Wells, director of Genesis Jobs and Stacey Van Horn, director of giving for T. Rowe Price about their partnership to develop a job-training program for entry-level positions. They discuss how their one-on-one counseling program has benefited both the job seeker and the employer.

September 30: Image consultant Chloe Taylor Brown tells Kai Jackson how she became an international fashion model and transformed herself from a young girl growing up in rural Mississippi. She works with young girls to define who they are and improve self esteem.